

Companies that plan grow 30% faster than those that don't.*

Marketing Planning Master Class

Wednesdays, 1/9-30/2019 (Online)

10-11:30 a.m. CST

*Burke, A., Fraser, S., & Greene, F. J. (2010). *Journal of Management Studies*, 47(3), 391-415.

The same study found that companies who define their value proposition perform even better.

Planning isn't about predicting the future, it's about setting regular goals, tracking your progress, and adapting as you learn more about your customers.

And that's the essence of marketing planning.

In just one 90-minute session a week (for 4 weeks), you'll learn and apply a step-by-step marketing planning process that will take your career and your company to the next level.

For more information or to register, visit katrinaolson.com/training/marketing-plan or visit katrinaolson.com and click the course banner on the home page.

Course Outline

Step 1 – Mission, Vision, Purpose

Marketing vs. marcom • Your marketing team • Your marketing technology stack • Why have a marketing plan? • Tacticians vs. strategists • Mission, vision, values, purpose

Step 2 – Business Analysis

SWOT analysis • Core competencies • PESTEL analysis • Business goals & growth strategies • Product group/category review • Services review • Growth opportunities

Step 3 – Competitive Analysis

Why analyze the competition? • Defining competition • Identifying your competition • Analyzing your competition • Researching your competition

Step 4 – Customer Analysis

Segments • Target markets • Personas

Step 5 – Goals & Objectives

SMART Objectives • Review of past goals/objectives

Step 6 – Strategies & Tactics

How it all fits together • Developing strategies & tactics for goals/objectives

Step 7 – Budget & Calendar

Factors influencing budgets • What's included in the marketing budget? • Budgeting methods and guidelines • Creating a budget calendar

Step 8 – Documentation & Implementation

Marketing templates and presentations • Budget templates and Excel forms • Marketing calendar (Excel) • Project management • Evaluation • Calculating ROI

About Your Presenter



A seasoned marketer, Katrina Olson has more than 30 years' experience working in a variety of industries in addition to running her own marketing communication firm and marketing consulting/education company. Katrina is a columnist for *Hardwood Floors* magazine, *tED* magazine, and *Canadian Electrical Wholesaler*.

She consults with several clients in the wood flooring and electrical distribution industries, as well as several trade associations and non-profit organizations.

She holds a Master's in Media Communication from Webster University, a Certificate in Marketing Excellence from the University of Wisconsin, and a B.S. in advertising from the University of Illinois where she taught for 10 years until 2015.

Past attendees include marketers from:

Border States Electric
Buckles-Smith Electric
Butler Supply
Cardello Electric Supply & Lighting
Dominion Electric Supply
Electric Supply Center (ESC)
F.D. Lawrence Electric Company
Franklin Empire
Good Energy New York
Granite City Electric Supply, Co.
Hannan Supply Co.
Intermatic Inc.
Legrand
Lowe Electric Supply Company
The Reynolds Company
Van Meter Inc.
WebPresented
Werner Electric
Wolff Bros. Supply, Inc.
Womack Electric Supply

Who should attend?

CEOs • Presidents • Owners • Marketing/Sales VPs, directors, managers • Marcom directors, managers • Marketing team leaders • Directors of sales/marketing • One-person marketing departments • Managers with marketing responsibilities • Anyone who handles marketing